ORDER

Orders	Order / Rev:	211124		
	Alt Order #:	WOC10955288		
	Product Desc:	ELENI KOUNALAKIS FOR LT. GOVERN		
	Estimate:	2085 4/30-5/6/2018		KGO-TV
	Flight Dates:	04/30/18 - 05/06/18	Primary AE:	Christopher Larcade
	Original Date / Rev:	04/30/18 / 04/30/18	Sales Office:	N-PH
	Order Type:	GEN	Sales Region:	National
Agency	Name:	Sadler Strategic Media		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		12103 Viewcrest Rd.	Billing Cycle:	EOM/EOC
		Studio City, CA 91604	Agency Commission:	15%
Advertiser	Name:	Eleni Kounalakis For Lt. Govenor	New Business Thru:	
	Demographic:	A35+	Order Separation:	00:20:00
	Product Codes:	Local/State Candidate	Advertiser External ID:	
	Priority:	P-03	Agency External ID:	
	Revenue Code 1:	AGY	Unit Code:	General
	Revenue Code 2:	POL		
	Revenue Code 3:	POL-CAND		

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount		
04/30/18	05/06/18	61	\$60,000.00	\$51,000.00		

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2018	61	\$60,000.00	\$51,000.00	0.00
Totals	61	\$60,000,00	\$51,000,00	0.00

Account Executives

Account Executive Sales Office Sa		Sales Region	Start Date / End Date	Order %
Christopher Larcade			Start Of Order - End Of Order	100%

Order Share	Share	Total
KGO-TV	30%	\$60,000.00
Market	100%	\$200,000,00

Competitive Share	Share	Total
CABLE	0%	\$0.00
CSNBA	0%	\$0.00
KBCW	0%	\$0.00
KGOLW	0%	\$0.00
KICU	10%	\$20,000.00
KNTV	20%	\$40,000.00
KOFY	0%	\$0.00
KPIX	0%	\$0.00
KRON	10%	\$20,000.00
KTVU	30%	\$60,000.00
UNKWN	0%	\$0.00

	Ln	Ch	Start	End	Inventory Code	Breal	k Start/End	Time	Days	Len Sp	oots	Rate	Pri	Rtg Type	Spots	Amount
Ν	128	KGO	05/01/18	05/06/18	5a-6a News M-F ABC7 5a News	CM (Cc 5a-6a	-	11-1	:30	3	\$100.0	0 P-03	0.00 NM	3	\$300.00
	W	Sta eek: 04/		End Date 05/06/18	Weekdays - 11- 1	Spots/Week	Rate	Ratin 0.0	<u> </u>							

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Order / Rev: 211124 Advertiser: Eleni Kounalakis For Lt. Govenor

Alt Order #: WOC10955288 Product Desc: ELENI KOUNALAKIS FOR LT. GOVERN KGO-TV

Flight Dates: 04/30/18 - 05/06/18 Estimate: 2085 4/30-5/6/2018

Ln Ch Start End	Inventory Code	Break	Start/End	Time Days	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
Start Date End Date	<u>Weekdays</u> - 11- 1	Spots/Week	Rate	Rating						
Week: 04/30/18 05/06/18 N29 KGO 05/01/18 05/06/18		CM Co	\$100.00 6a-7a	0.00	:30	3	\$350.00 P-03	0.00 NM	3	\$1,050.00
	ABC7 6a News						***************************************		_	* 1,222.22
Start Date	<u>Weekdays</u> 111	Spots/Week 3	Rate \$350.00	Rating 0.00						
N30 KGO 05/01/18 05/06/18		CM Co		- 2222	:30	8	\$400.00 P-03	0.00 NM	8	\$3,200.00
0: 15: 5:15:	Good Morning Am		5.	D ::						
Start Date End Date Week: 04/30/18 55/06/18	<u>Weekdays</u> - 2222	Spots/Week 8	Rate \$400.00	Rating 0.00						
N31 KGO 05/01/18 05/06/18		CM Co	9a-10a	- 1- 11	:30	3	\$300.00 P-03	0.00 NM	3	\$900.00
Start Date End Date	M-F 9a-10a Weekdays	Spots/Week	Rate	Rating						
Week: 04/30/18 05/06/18	- 1- 11	3	\$300.00	0.00						
N32 KGO 05/01/18 05/06/18		CM Co	10a-11a	- 1111	:30	4	\$800.00 P-03	0.00 NM	4	\$3,200.00
Start Date End Date	M-F 10a-11a Weekdays	Spots/Week	Rate	Rating						
Week: 04/30/18 05/06/18	- 1111	4	\$800.00	0.00						
N33 KGO 05/01/18 05/06/18	4p-5p News M-F ABC7 4p News	CM Co	4p-5p	111	:30	3	\$200.00 P-03	0.00 NM	3	\$600.00
Start Date End Date		Spots/Week	Rate	Rating						
Week: 04/30/18 05/06/18	111	3	\$200.00	0.00					_	
N34 KGO 05/01/18 05/06/18	5p-530p News M-F ABC7 5p News	CM Co	5p-530p	- 1- 11	:30	3	\$450.00 P-03	0.00 NM	3	\$1,350.00
Start Date Week: 04/30/18 End Date 05/06/18	Weekdays - 1 - 11	Spots/Week	Rate \$450.00	Rating						
N35 KGO 05/01/18 05/06/18		CM Co		0.00	:30	3	\$500.00 P-03	0.00 NM	3	\$1,500.00
	ABC7 6p News									, ,
<u>Start Date</u> <u>End Date</u> Week: 04/30/18 <u>05/06/18</u>	<u>Weekdays</u> - 11- 1	Spots/Week 3	<u>Rate</u> \$500.00	Rating 0.00						
N36 KGO 05/01/18 05/06/18			7p-730p	111	:30	3	\$900.00 P-03	0.00 NM	3	\$2,700.00
Start Date End Date	M-F 7p-730p Weekdays	Spots/Week	Rate	Rating						
Week: 04/30/18 05/06/18	111	3	\$900.00	0.00						
N37 KGO 05/01/18 05/06/18	730p-8p M-F M-F 730p-8p	CM Co	730p-8p	- 11- 1	:30	3	\$900.00 P-03	0.00 NM	3	\$2,700.00
Start Date End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 04/30/18 05/06/18 N38 KGO 04/30/18 05/06/18	- 11- 1	3 CM C	\$900.00	0.00 :00 PM1	-30	1 (\$4 000 00 B 03	0.00 NM	1	\$4,000,00
N36 KGO 04/30/16 03/06/16	Mon Prime Other A		7.56 PW-10 (7:58 PM-10		:30	1 3	\$4,000.00 P-03	U.UU INIVI	'	\$4,000.00
Start Date End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 04/30/18 05/06/18 N39 KGO 04/30/18 05/06/18	Mon Prime Hour C		\$4,000.00 10p-11p	0.00	:30	1 5	\$2,000.00 P-03	0.00 NM	2	\$2,000.00
	Mon Prime Hour 3		-r r				, ,			, , ,
Start Date End Date Week: 04/30/18 05/06/18	<u>Weekdays</u> 1	Spots/Week	Rate \$2,000.00	Rating 0.00						
	Description		/End Time		Veekdays	Len	gth Rate	Rtg Type		
1 KGO 04/30/18-05/06/18 I	Mon Prime Hour C	10p-	11p	M	[:	30 (\$2,000.00)	0.00 <i>NM</i>		
See MG 39.2,39.3 [Not Available]										
2 KGO 05/01/18-05/01/18 T	ues Prime Hour C	10p-1	11p	-	T	:	30 \$1,500.00	0.00 NM		
MG for 39.1 04/30 [Makegood Per Manage	ament1									
3 KGO 05/03/18-05/03/18 (-	6p-7p)	-	Th	:	30 \$500.00	0.00 NM		
MG for 39.1 04/30	amont!									
[Makegood Per Manage N40 KGO 05/01/18 05/06/18		CM Co	8n-9n	- 1	:30	1 (\$2,000.00 P-03	0.00 NM	1	\$2,000.00
11-10 1100 00/01/10 00/00/10	Tue Prime Hour 1	. OIVI CC	oh-oh	- 1	.50	,	μ <u>-</u> ,000.001 -03	J.OU INIVI	'	Ψ2,000.00
Start Date End Date	Weekdays	Spots/Week	Rate	Rating						

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Order / Rev: 211124 Advertiser: Eleni Kounalakis For Lt. Govenor

Alt Order #: WOC10955288 Product Desc: ELENI KOUNALAKIS FOR LT. GOVERN KGO-TV

Flight Dates: 04/30/18 - 05/06/18 Estimate: 2085 4/30-5/6/2018

Ln Ch Start End	Inventory Code	Break	Start/End	Time Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
Start Date	<u>Weekdays</u> - 1	Spots/Week	Rate \$2,000.00	Rating 0.00						_
N41 KGO 05/01/18 05/06/18	Wed Prime Hour A	A CM C		1	:30	1 :	\$2,500.00 P-03	0.00 NM	1	\$2,500.00
<u>Start Date</u> Week: 04/30/18 <u>End Date</u> 05/06/18	<u>Weekdays</u> 1	Spots/Week 1	Rate \$2,500.00	Rating 0.00						
N42 KGO 05/01/18 05/06/18	Wed Prime Hour B	B CM C	c 9p-10p	1	:30	1 :	\$6,000.00 P-03	0.00 NM	1	\$6,000.00
<u>Start Date</u> <u>End Date</u> Week: 04/30/18 <u>End Date</u> 05/06/18	<u>Weekdays</u> 1	Spots/Week 1	Rate \$6,000.00	Rating 0.00						
N43 KGO 05/01/18 05/06/18	Wed Prime Hour ((10p-11p	1	:30	1 :	\$3,000.00 P-03	0.00 NM	1	\$3,000.00
<u>Start Date</u> <u>End Date</u> Week: 04/30/18 <u>End Date</u> 05/06/18	<u>Weekdays</u> 1	Spots/Week 1	Rate \$3,000.00	Rating 0.00						
N44 KGO 05/01/18 05/06/18	Thurs Prime Hour Thu Prime Hour 1		c 8p-9p	1	:30	1 :	\$5,000.00 P-03	0.00 NM	1	\$5,000.00
<u>Start Date</u> <u>End Date</u> Week: 04/30/18 <u>End Date</u> 05/06/18	<u>Weekdays</u> 1	Spots/Week 1	Rate \$5,000.00	Rating 0.00						
N45 KGO 05/01/18 05/06/18	Thurs Prime Hour Thu Prime Hour 3		(10p-11p	1	:30	1 :	\$1,500.00 P-03	0.00 NM	1	\$1,500.00
<u>Start Date</u> <u>End Date</u> Week: 04/30/18 <u>5/06/18</u>	<u>Weekdays</u> 1	Spots/Week 1	Rate \$1,500.00	Rating 0.00						
N46 KGO 05/01/18 05/06/18	Fri Prime Hour A Fri Prime Hour 1	CM C	(8p-9P	1	:30	1 :	\$1,500.00 P-03	0.00 NM	1	\$1,500.00
<u>Start Date</u> <u>End Date</u> Week: 04/30/18 05/06/18	Weekdays 1	Spots/Week 1	Rate \$1,500.00	Rating 0.00						
N47 KGO 05/01/18 05/06/18	Fri Prime Hour C Fri Prime Hour 3		c10p-11P	1	:30	1 :	\$2,500.00 P-03	0.00 NM	1	\$2,500.00
<u>Start Date</u> <u>End Date</u> Week: 04/30/18 05/06/18	<u>Weekdays</u> 1	Spots/Week 1	Rate \$2,500.00	Rating 0.00						
N48 KGO 05/01/18 05/06/18	11p-1135p Late N ABC7 11p News	lews MCM C	(11p-1135p	- 1111	:30	4	\$800.00 P-03	0.00 NM	4	\$3,200.00
<u>Start Date</u> <u>End Date</u> Week: 04/30/18 <u>End Date</u> 05/06/18	Weekdays - 1111	Spots/Week 4	Rate \$800.00	Rating 0.00						
N49 KGO 05/01/18 05/06/18	Kimmel 1135p-1237a		c 1135p-1237	'a111	:30	3	\$400.00 P-03	0.00 NM	3	\$1,200.00
<u>Start Date</u> <u>End Date</u> Week: 04/30/18 <u>End Date</u> 05/06/18	<u>Weekdays</u> 111	Spots/Week 3	Rate \$400.00	Rating 0.00						
N50 KGO 05/01/18 05/06/18	Nightline 1237a-1 M-F 1237a-107a	07a M- © M C	(1237a-107a	- 1- 1	:30	2	\$200.00 P-03	0.00 NM	2	\$400.00
<u>Start Date</u> <u>End Date</u> Week: 04/30/18 <u>End Date</u> 05/06/18	Weekdays - 1- 1	Spots/Week 2	Rate \$200.00	Rating 0.00						
N51 KGO 05/01/18 05/06/18	6a-10a News SaS ABC7 6a-10a New		(5:58 AM-9:((5:58 AM-9:	00 AM11 00 AM)	:30	2	\$150.00 P-04	0.00 NM	2	\$300.00
<u>Start Date</u> <u>End Date</u> Week: 04/30/18 <u>End Date</u> 05/06/18	Weekdays	Spots/Week 2	Rate \$150.00	Rating 0.00						
N52 KGO 05/01/18 05/06/18	1135p-12a News ABC7 1135p New		(1135p-12a	1	:30	1	\$400.00 P-03	0.00 NM	1	\$400.00
<u>Start Date</u> <u>End Date</u> Week: 04/30/18 <u>End Date</u> 05/06/18	Weekdays	Spots/Week 1	Rate \$400.00	Rating 0.00						
N53 KGO 05/01/18 05/06/18	This Week 8a-9a This Week	Su CM C	c 8a-9a	1	:30	1 :	\$1,000.00 P-03	0.00 NM	1	\$1,000.00
Start Date End Date Week: 04/30/18 05/06/18	Weekdays 1	Spots/Week 1	Rate \$1,000.00	Rating 0.00						
N54 KGO 05/01/18 05/06/18	American Idol 5p American Idol 5p		c 458p-7p	1	:30	1 :	\$6,000.00 P-03	0.00 NM	1	\$6,000.00
Start Date End Date Week: 04/30/18 05/06/18	Weekdays 1	Spots/Week 1	Rate \$6,000.00	Rating 0.00						

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Order / Rev: 211124 Advertiser: Eleni Kounalakis For Lt. Govenor

Alt Order #: WOC10955288 Product Desc: ELENI KOUNALAKIS FOR LT. GOVERN KGO-TV

Flight Dates: 04/30/18 - 05/06/18 Estimate: 2085 4/30-5/6/2018

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount

Totals 61 \$60,000.00